

REMARKS

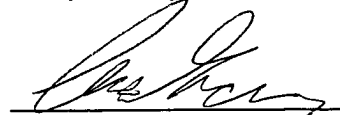
This is a response to the office action mailed June 24, 2005. The examiner rejected claim 2 under 35 U.S.C. 112, 2nd paragraph as being indefinite. Claims 1 and 2 were rejected under 35 U.S.C. 101, and claims 1-3 were rejected under 35 U.S.C. 102(e) as being anticipated by Cook (6,853,987).

Claims 1-3 have been amended and are now definite under 35 U.S.C. 112, paragraph 2 and patentable under 35 U.S.C. 101 by being a) within the technological arts and b) by producing useful, concrete and tangible results.

Claims 1-3, as amended and new claims 4-7, are not anticipated by Cook or any other reference. Cook fails to teach a customer directly controlling shipping within a supply chain. In Cook, the customer must enter his or her shipping address; however, it is up to the merchant to perform the actual shipping. The customer has no direct control over shipping.

Based on the above, the applicant feels that the examiner will find the claims to be patentable, and therefore respectfully requests that the examiner place the case in condition for allowance at her earliest convenience.

Respectfully Submitted



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